



CARRIE OLESON

An experienced and creative marketing professional with over 15 years of experience driving business growth across Sales and Marketing. Strong business development professional skilled in Medical Devices, Sales, Downstream and Upstream Marketing, Market Research, and Sales.

CONTACT

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EDUCATION

Bellevue University

Bachelor of Science in
Electronic Business, 2002
GPA: 3.91

SKILLS

- Clinical Marketing
- Commercialization
- Creative Direction
- Downstream Marketing
- Upstream Marketing
- Market Research
- Market Segmentation
- New Business Development
- Product Launch
- Retail Marketing
- Sales

EXPERIENCE

Dynaris

Marketing Manager | September 2022 – Present

Led brand, product marketing, customer engagement, and sales enablement at a MedTech startup, targeting audiences interested in and adjacent to the respiratory and migraine product portfolio. Developed brand and messaging strategies, conducted in-depth market research, and established a strong brand identity.

- Trusted with highly confidential information and involved in key decision-making for product launch strategy, market expansion opportunities, and pipeline prioritization.
- Executed marketing communication strategies, including go-to-market planning for new product launches, brand positioning, and new market development initiatives.
- Assumed responsibility for upstream and downstream marketing campaigns, differentiating Dynaris in strategic markets.
- Directed marketing strategy for the highest-priority new product development project, including defining user needs, driving market segmentation, and mapping consumer journeys.
- Shared knowledge, best practices, and insights with internal and external teams, inspiring change, challenging the status quo, and driving innovation as a thought leader.

The Quiet Moose

Brand and Creative Manager | November 2015 – October 2021

- Spearheaded a comprehensive brand overhaul, resulting in a 47% increase in revenue and a significant enhancement of the brand's market position.
- Drove a 61% increase in Pinterest followers, a 36% increase on Instagram, and a 25% rise on Facebook, directly contributing to higher customer engagement and online visibility.
- Collaborated with cross-functional teams to develop targeted marketing campaigns, aligning with overall business objectives and maximizing ROI.
- Designed and developed the website, focusing on user experience and search engine optimization, and achieved measurable increases in web traffic and customer retention.

Macmillan

Sales Representative | January 2008 – December 2009

- Managed the suite of learning products, consistently exceeding annual sales targets by an average of 10% through strategic client engagement and product positioning.
- Cultivated and maintained robust relationships with key educational stakeholders across universities and community colleges, enhancing brand loyalty and facilitating long-term partnerships.
- Actively took part in product development feedback loops, providing valuable insights from client interactions that enhanced Macmillan's educational products and services.
- Implemented targeted sales strategies informed by comprehensive market research, contributing to year-over-year revenue growth by adapting offerings to meet growing educational needs.